



# California's Small and Solo Law Firms Learn About Marketing This Week

The Rainmaker Institute, June 24, 2008

URL: <http://www.pr9.net/business/marketing/8508june.html>

*LA County Bar Association and Nation's Largest Law Firm Marketing Provider, The Rainmaker Institute sponsor the very first state wide conference for small and solo law firms in California. The information packed, 2 day event will be held on June 26-27, 2008 at the LA Convention Center. Speakers include nationally recognized law firm marketing experts and highly successful attorneys.*

PR9.NET June 24, 2008 - Los Angeles, CA – This week California's small and solo law firms will learn about marketing at a two-day conference. A first for California, the Small and Solo Law Firm Conference runs from June 25 through the 26th at the LA Convention Center. This first-ever statewide conference is sponsored by the LA County Bar Association (LACBA) and the nation's largest law firm marketing provider, The Rainmaker Institute.

The two-day, information packed event focuses on best practices in law firm marketing and building a referral-based practice. Speakers have been hand-picked by conference organizers and include nationally recognized law firm marketing experts and highly successfully attorneys.

Stephen Fairley, CEO of The Rainmaker Institute and one of the conference organizers says, "Every single session will provide California attorneys with practical strategies for finding more clients and building a financially successful law practice. For less than the average law firm hourly rate, attorneys will learn solid solutions and strategies that will put their firm ahead during this economic downturn. This is definitely the one event attorneys cannot afford to miss."

Three of the featured speakers include attorneys John Bisnar, Bob Brennan, and Derrick Coleman.

John Bisnar is one of the featured speakers at the conference and will give a live interview titled "Secrets of a Multi-Millionaire Rainmaker." He will share specific steps and strategies he has used to build one of the most successful personal injury law firms in southern California.

Bob Brennan is a consumer attorney in Los Angeles and the California spokesperson for the National Association of Consumer Attorneys. His practice concentrates on identity theft and consumer fraud issues, such as lemon law. Bob will be sharing how lawyers can build a network of referral sources from their everyday contacts.

Derrick Coleman is a commercial litigation attorney who will teach small and solo practitioners how to transform their practices into profitable businesses by implementing marketing systems that work.

For more detailed information on pricing or to register for the June 26-27th 2008 Small Firm & Solo Conference, call (888) 588-5891, or visit the website at <http://www.SmallandSoloLawConference.com>. LACBA member discounts are also available.

###

## About The Rainmaker Institute

The Rainmaker Institute, LLC is the nation's largest strategic law firm marketing company specializing in helping small law firms. Over 6,000 attorneys have implemented their proven Rainmaker Marketing System. For more information, call 888-588-5891 or visit [www.RainmakerRetreat.com](http://www.RainmakerRetreat.com)

**Phone:** 888-588-5891

**Website:** <http://www.TheRainmakerInstitute.com>